

## **INTERACTIVE NETWORKED PRODUCT CONTAINER**

### **ABSTRACT OF THE DISCLOSURE**

Networked product containers such as vending machines identify the presence of a potential customer via sensors, and present customized interactive marketing content to consumers. Consumers interact with a touch screen to win prizes, make purchases, or have a fun and interactive experience. The prizes and purchases offered by the product container may be determined by the product container or by one or more content servers in communication with the container. The content server may also provide digital content for display on the product container and remotely update the product container's content. The networked product container also includes a wireless access point to provide nearby wireless-enabled devices network connectivity via the product container.